CONTRACT

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195026 /	06837468

Product		
NEW DIRECTION PROJEC		
Contract Dates	Estimate #	
07/31/12 - 08/09/12		
Advertiser		Original Date / Revision
POL/New Direction Project		07/30/12 / 08/08/12

And:

Luc Inc
25 Whitlock Place
Suite 200
Marietta, GA 30064
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WTNH	Petry Philadelphia	Petry/Philadelph
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
	NDRT	
Agency Ref	Advertiser Ref	
IN2865/SP5324/AL107		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	07/31/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	3	$2,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	3	$750.00							
N 2	WTNH	07/31/12	08/03/12	GMA	7a-9a		:30			NM	5	$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	5	$800.00							
N 3	WTNH	08/08/12	08/08/12	GMA	7a-9a		:30			NM	1	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	--W----	1	$800.00							
N 4	WTNH	07/31/12	08/03/12	News 8 Noon	12p-1230p		:30			NM	3	$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	3	$600.00							
N 5	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	$2,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	2	$1,000.00							
N 6	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	1	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	1	$1,000.00							
N 7	WTNH	08/08/12	08/08/12	News 8 5p-6p	5p-6p		:30			NM	1	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	--W----	1	$1,000.00							
N 8	WTNH	07/31/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	3	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	3	$1,500.00							
N 9	WTNH	07/31/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	2	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	2	$3,000.00							
N 10	WTNH	07/31/12	08/03/12	M-F 730p-8p	730p-8p		:30			NM	2	$5,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-TWTF--	2	$2,500.00							
N 11	WTNH	08/04/12	08/04/12	GMA SaSu	8a-9a		:30			NM	1	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-----S-	1	$600.00							
N 12	WTNH	08/04/12	08/04/12	Sa News 8 @ 6p	6p-630p		:30			NM	1	$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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NEWS8 wtnh.com
WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195026 /	06837468

Contract Dates	Product	Estimate #
07/31/12 - 08/09/12	NEW DIRECTION PRO.	

Advertiser	Original Date / Revision
POL/New Direction Proje	07/30/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays -----S-	Spots/Week 1	Rate $500.00						
N 13	WTNH	08/04/12	08/04/12	Sa 7p-730p	7p-730p		:30			NM	1	$650.00
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays -----S-	Spots/Week 1	Rate $650.00						
N 14	WTNH	08/04/12	08/04/12	Sa 730p-8p	730p-8p		:30			NM	1	$650.00
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays -----S-	Spots/Week 1	Rate $650.00						
N 15	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays ------S	Spots/Week 1	Rate $750.00						
N 16	WTNH	08/05/12	08/05/12	Su News 8 @ 6p	6p-630p		:30			NM	0	$0.00
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays ------S	Spots/Week 1	Rate $600.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WTNH*	*07/30/12-08/05/12*		*Su News 8 @ 6p*	*6p-630p*	---------SU	*:30*		*~~$600.00~~*	*NM*		
	Credited											
N 17	WTNH	08/07/12	08/07/12	News 8 @ 530a-6a	530a-6a		:30			NM	5	$3,750.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -T-----	Spots/Week 1	Rate $600.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WTNH*	*08/06/12-08/12/12*		*News 8 @ 530a-6a*	*530a-6a*	-Tu--------	*:30*		*~~$600.00~~*	*NM*		
	See MG 17.2,17.3,17.4,17.5,17.6											
2	WTNH	08/09/12-08/09/12		News 8 @ 530a-6a	530a-6a	----Th-----	:30		$600.00	NM		
(M)	MG for 20.1,21.1,19.1,18.1,17.1											
3	WTNH	08/09/12-08/09/12		News 8 @ 6a	6a-7a	----Th-----	:30		$750.00	NM		
(M)	MG for 20.1,21.1,19.1,18.1,17.1											
4	WTNH	08/09/12-08/09/12		GMA	7a-9a	----Th-----	:30		$800.00	NM		
(M)	MG for 20.1,21.1,19.1,18.1,17.1											
5	WTNH	08/09/12-08/09/12		News 8 5p-6p	5p-6p	----Th-----	:30		$1,000.00	NM		
(M)	MG for 20.1,21.1,19.1,18.1,17.1											
6	WTNH	08/09/12-08/09/12		News 8 Noon	12p-1230p	----Th-----	:30		$600.00	NM		
(M)	MG for 20.1,21.1,19.1,18.1,17.1											
N 18	WTNH	08/07/12	08/07/12	News 8 @ 6a	6a-7a		:30			NM	0	$0.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -T-----	Spots/Week 1	Rate $750.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WTNH*	*08/06/12-08/12/12*		*News 8 @ 6a*	*6a-7a*	-Tu--------	*:30*		*~~$750.00~~*	*NM*		
	See MG 17.2,17.3,17.4,17.5,17.6											
N 19	WTNH	08/07/12	08/07/12	GMA	7a-9a		:30			NM	0	$0.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -T-----	Spots/Week 1	Rate $800.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WTNH*	*08/06/12-08/12/12*		*GMA*	*7a-9a*	-Tu--------	*:30*		*~~$800.00~~*	*NM*		
	See MG 17.2,17.3,17.4,17.5,17.6											
N 20	WTNH	08/07/12	08/07/12	News 8 5p-6p	5p-6p		:30			NM	0	$0.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -T-----	Spots/Week 1	Rate $1,000.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WTNH*	*08/06/12-08/12/12*		*News 8 5p-6p*	*5p-6p*	-Tu--------	*:30*		*~~$1,000.00~~*	*NM*		
	See MG 17.2,17.3,17.4,17.5,17.6											
N 21	WTNH	08/07/12	08/07/12	News 8 Noon	12p-1230p		:30			NM	0	$0.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195026 /	06837468

Contract Dates	Product	Estimate #
07/31/12 - 08/09/12	NEW DIRECTION PROJ	

Advertiser	Original Date / Revision
POL/New Direction Proje	07/30/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		08/06/12	08/12/12	-T-----				1	$600.00			
Spot	Ch	Date Range		Description	Start/End Time	Weekdays		Length	Rate	Type		
1	WTNH	08/06/12-08/12/12		News 8 Noon	12p-1230p	-Tu--------		:30	~~$600.00~~	NM		
See MG 17.2,17.3,17.4,17.5,17.6												
								Totals			33	$35,250.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/09/12	33	$35,250.00	$29,962.50
Totals	33	$35,250.00	$29,962.50

Signature: _____ **Date:** _____

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Rep Order# 6837468 **Ver#** 11 **Status** Revised **Traffic Order#** 195026 **Printed:** 08/20/2012 10:21 AM
EC'd Yes **Last Received:** 08/17/2012 5:10 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

--- REMARKS ---

THIS IS A REVISED ORDER
SEE SPOTS REINSTATED ON LNS 11-15
REVISED TOTAL IS $35250
PLS CONFIRM
THANKS KELLY

CF 8/20

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/04-08/04	SA	8A-9A	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: GMA WKEND 1X REINSTATED											
	Sales Remark: V11 1X REINSTATED V11 More than 2 codes changed											
*12	08/04-08/04	SA	6P-630P	1	:30	$500.00		1		1	$500.00	
	Buyline Comment: NEWS 1X REINSTATED											
	Sales Remark: V11 1X REINSTATED V11 More than 2 codes changed											
*13	08/04-08/04	SA	7P-730P	1	:30	$650.00		1		1	$650.00	
	Buyline Comment: JEOPARDY 1X REINSTATED											
	Sales Remark: V11 1X REINATATED V11 More than 2 codes changed											
*14	08/04-08/04	SA	730P-8P	1	:30	$650.00		1		1	$650.00	
	Buyline Comment: WHEEL 1X REINSTATED											
	Sales Remark: V11 1X REINSTATED V11 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*15	08/05-08/05	SU	9A-10A	1	:30	$750.00		1		1	$750.00	
	Buyline Comment: THIS WEEK 1X REINSTATED											
	Sales Remark: V11 1X REINSTATED											
	V11 More than 2 codes changed											
*17	08/09-08/09	TH	530A-6A	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	V7 More than 2 codes changed											
*18	08/09-08/09	TH	6A-7A	1	:30	$750.00		1		1	$750.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	V7 More than 2 codes changed											
*19	08/09-08/09	TH	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	V7 More than 2 codes changed											
*20	08/09-08/09	TH	5P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	V7 More than 2 codes changed											
*21	08/09-08/09	TH	12P-1230P	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	V7 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 10 / $6,900.00

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Ageney C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Aug 12: 33 / $35,250.00
Sales Totals: 33 / $35,250.00
Station Totals: 33 / $35,250.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$35,250	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%
		XXX	0%								

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6837468 **Ver#** 10 **Status** Returned **Traffic Order#** 195026 **Printed:** 08/17/2012 4:16 PM
EC'd Yes **Last Received:** 08/16/2012 3:19 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

--- REMARKS ---

SEE LNS 11-15 FOR SPOTS THAT AIRED. ONCE THESE LNS
ARE REVISED WE WILL BE GOOD
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/04-08/04	SA	8A-9A	0	:30	$600.00		0		0	$0.00	
	Buyline Comment: GMA WKEND 1X N/A, MKGD ON LNS 17-21											
	Station Remark: V10 1X AIRED ON THIS LN PLS REV											
*12	08/04-08/04	SA	6P-630P	0	:30	$500.00		0		0	$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LNS 17-21											
	Station Remark: V10 1X AIRED ON THIS LN PLS REV											
*13	08/04-08/04	SA	7P-730P	0	:30	$650.00		0		0	$0.00	
	Buyline Comment: JEOPARDY 1X N/A, MKGD ON LNS 17-21											
	Station Remark: V10 1X AIRED ON THIS LN PLS REV											
*14	08/04-08/04	SA	730P-8P	0	:30	$650.00		0		0	$0.00	
	Buyline Comment: WHEEL 1X N/A, MKGD ON LNS 17-21											
	Station Remark: V10 1X AIRED ON THIS LN PLS REV											
*15	08/05-08/05	SU	9A-10A	0	:30	$750.00		0		0	$0.00	
	Buyline Comment: THIS WEEK 1X N/A, MKGD ON LNS 17-21											
	Station Remark: V10 1X AIRED ON THIS ;LN PLS REV											

Rep Order# 6837468 **Ver#** 10 **Status** Returned **Traffic Order#** 195026 **Printed:** 08/17/2012 4:16 PM
EC'd Yes **Last Received:** 08/16/2012 3:19 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 0 / $0.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / $32,100.00

Sales Totals: 28 / $32,100.00

Station Totals: 28 / $32,100.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$32,100	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%
		XXX	0%								

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6837468 **Ver#** 9 **Status** Revised **Traffic Order#** 195026 **Printed:** 08/16/2012 3:26 PM
EC'd Yes **Last Received:** 08/16/2012 3:19 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

--- REMARKS ---

RESEND FOR CONFIRMATION
PLS ADVISE
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*17	08/09-08/09	TH	530A-6A	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											
*18	08/09-08/09	TH	6A-7A	1	:30	$750.00		1		1	$750.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											
*19	08/09-08/09	TH	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											
*20	08/09-08/09	TH	5P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											
*21	08/09-08/09	TH	12P-1230P	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 5 / $3,750.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / $32,100.00

Sales Totals: 28 / $32,100.00

Station Totals: 28 / $32,100.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$32,100	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%	WRDM	0%	WTIC	0%
WTNH	100%	WUVN	0%	WVIT	0%	XXX	0%								

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Contract Agreement Between:

CONTRACT

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195026 /	06837468

Product: NEW DIRECTION PROJEC		
Contract Dates: 07/31/12 - 08/06/12	Estimate #	
Advertiser: POL/New Direction Project	Original Date / Revision: 07/30/12 / 07/30/12	

And:

Luc Inc
25 Whitlock Place
Suite 200
Marietta, GA 30064
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WTNH	Petry Philadelphia	Petry/Philadelph
Special Handling		
Demographic: Adults 35+		
IDB#	Advertiser Code: NDRT	Product Code
Agency Ref: IN2865/SP5324/AL107	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	07/31/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	3	$2,250.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 3	Rate $750.00							
N 2	WTNH	07/31/12	08/03/12	GMA	7a-9a		:30			NM	5	$4,000.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 5	Rate $800.00							
N 3	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	$800.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays M------	Spots/Week 1	Rate $800.00							
N 4	WTNH	07/31/12	08/03/12	News 8 Noon	12p-1230p		:30			NM	3	$1,800.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 3	Rate $600.00							
N 5	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	$2,000.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 2	Rate $1,000.00							
N 6	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	1	$1,000.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 1	Rate $1,000.00							
N 7	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	$1,000.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays M------	Spots/Week 1	Rate $1,000.00							
N 8	WTNH	07/31/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	3	$4,500.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 3	Rate $1,500.00							
N 9	WTNH	07/31/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	2	$6,000.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 2	Rate $3,000.00							
N 10	WTNH	07/31/12	08/03/12	M-F 730p-8p	730p-8p		:30			NM	2	$5,000.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -TWTF--	Spots/Week 2	Rate $2,500.00							
N 11	WTNH	08/04/12	08/04/12	GMA SaSu	8a-9a		:30			NM	1	$600.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays -----S-	Spots/Week 1	Rate $600.00							
N 12	WTNH	08/04/12	08/04/12	Sa News 8 @ 6p	6p-630p		:30			NM	1	$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195026 /	06837468

Contract Dates	Product	Estimate #
07/31/12 - 08/06/12	NEW DIRECTION PROJ	

Advertiser	Original Date / Revision
POL/New Direction Proje	07/30/12 / 07/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	-----S-	1	$500.00						
N 13	WTNH	08/04/12	08/04/12	Sa 7p-730p	7p-730p		:30			NM	1	$650.00
Week:		07/30/12	08/05/12	-----S-	1	$650.00						
N 14	WTNH	08/04/12	08/04/12	Sa 730p-8p	730p-8p		:30			NM	1	$650.00
Week:		07/30/12	08/05/12	-----S-	1	$650.00						
N 15	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
Week:		07/30/12	08/05/12	------S	1	$750.00						
N 16	WTNH	08/05/12	08/05/12	Su News 8 @ 6p	6p-630p		:30			NM	1	$600.00
Week:		07/30/12	08/05/12	------S	1	$600.00						
								Totals			29	$32,100.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/06/12	29	$32,100.00	$27,285.00
Totals	29	$32,100.00	$27,285.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6837468 **Ver#** 7 **Status** Revised **Traffic Order#** 195026 **Printed:** 08/07/2012 10:20 AM
EC'd Yes **Last Received:** 08/06/2012 4:35 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

--- REMARKS ---

THIS IS A REVISED ORDER
LNS 17-21 DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC
TOTAL REMAINS $32100
PLS CONFIRM
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*17	08/09-08/09	TH	530A-6A	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	Sales Remark: V7 DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											
*18	08/09-08/09	TH	6A-7A	1	:30	$750.00		1		1	$750.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	Sales Remark: V7 DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											
*19	08/09-08/09	TH	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	Sales Remark: V7 DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											
*20	08/09-08/09	TH	5P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC											
	Sales Remark: V7 DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*21	08/09-08/09	TH	12P-1230P	1	:30	$600.00		1		1	$600.00	

Buyline Comment: NEWS
DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC

Sales Remark: V7 DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC
V7 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 5 / $3,750.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / $32,100.00
Sales Totals: 28 / $32,100.00
Station Totals: 28 / $32,100.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$32,100	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%	WRDM	0%
WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%	XXX	0%				

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6837468 **Ver#** 5 **Status** Revised **Traffic Order#** 195026 **Printed:** 08/06/2012 1:02 PM
EC'd Yes **Last Received:** 08/06/2012 12:58 PM
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC-*

--- REMARKS ---

URGENT
PLS CONFIRM LNS 17-21 ARE BOOKED
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	07/31-08/03	TU-F	6A-7A	3	:30	$750.00		3		1	$2,250.00	
	Buyline Comment: GD MRN CT											
2	07/31-08/03	TU-F	7A-9A	5	:30	$800.00		5		1	$4,000.00	
	Buyline Comment: GMA											
3	08/08-08/08	W	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA DAY/DATE CHNG											
4	07/31-08/03	TU-F	12P-1230P	3	:30	$600.00		3		1	$1,800.00	
	Buyline Comment: NEWS											
5	07/31-08/03	TU-F	5P-530P	2	:30	$1,000.00		2		1	$2,000.00	
	Buyline Comment: NEWS											
6	07/31-08/03	TU-F	530P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS											
7	08/08-08/08	W	530P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS DAY/DATE CHNG											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
8	07/31-08/03	TU-F	6P-630P	3	:30	$1,500.00		3		1	$4,500.00	
	Buyline Comment: NEWS											
9	07/31-08/03	TU-F	7P-730P	2	:30	$3,000.00		2		1	$6,000.00	
	Buyline Comment: JEOPARDY											
10	07/31-08/03	TU-F	730P-8P	2	:30	$2,500.00		2		1	$5,000.00	
	Buyline Comment: WHEEL											
11	08/04-08/04	SA	8A-9A	0	:30	$600.00		0		0	$0.00	
	Buyline Comment: GMA WKEND 1X N/A, MKGD ON LNS 17-21											
12	08/04-08/04	SA	6P-630P	0	:30	$500.00		0		0	$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LNS 17-21											
13	08/04-08/04	SA	7P-730P	0	:30	$650.00		0		0	$0.00	
	Buyline Comment: JEOPARDY 1X N/A, MKGD ON LNS 17-21											
14	08/04-08/04	SA	730P-8P	0	:30	$650.00		0		0	$0.00	
	Buyline Comment: WHEEL 1X N/A, MKGD ON LNS 17-21											
15	08/05-08/05	SU	9A-10A	0	:30	$750.00		0		0	$0.00	
	Buyline Comment: THIS WEEK 1X N/A, MKGD ON LNS 17-21											
16	08/05-08/05	SU	6P-630P	0	:30	$600.00		0		0	$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LNS 17-21											
17	08/07-08/07	TU	530A-6A	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
18	08/07-08/07	TU	6A-7A	1	:30	$750.00		1		1	$750.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											
19	08/07-08/07	TU	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA MKGD FOR LNS 11-16											
20	08/07-08/07	TU	5P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											
21	08/07-08/07	TU	12P-1230P	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											

---REPORT TOTALS---

Report Totals: 28 / $32,100.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / $32,100.00
Sales Totals: 28 / $32,100.00
Station Totals: 28 / $32,100.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$32,100	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%		
		WRDM	0%	WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%		
		XXX	0%										

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null
Demos RA35+

Rep Order# 6837468 **Ver#** 3 **Status** Revised **Traffic Order#** 195026 **Printed:** 08/03/2012 12:35 PM
EC'd Yes **Last Received:** 08/03/2012 12:06 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

--- REMARKS ---

THIS IS A REVISED ORDER
LNS 3 & 7 MOVED TO 8/8
LNS 11-16 N/A, MKGDS ON LNS 17-21
TOTAL REMAINS $32100
PLS CONFIRM
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*3	08/08-08/08	W	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA DAY/DATE CHNG											
	Sales Remark: V3 DAY/DATE CHNG											
	V3 More than 2 codes changed											
*7	08/08-08/08	W	530P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS DAY/DATE CHNG											
	Sales Remark: V3 DAY/DATE CHNG											
	V3 More than 2 codes changed											
*11	08/04-08/04	SA	8A-9A	0	:30	$600.00		0		0	$0.00	
	Buyline Comment: GMA WKEND 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											
*12	08/04-08/04	SA	6P-630P	0	:30	$500.00		0		0	$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*13	08/04-08/04	SA	7P-730P	0	:30	$650.00		0		0	$0.00	
	Buyline Comment: JEOPARDY 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											
*14	08/04-08/04	SA	730P-8P	0	:30	$650.00		0		0	$0.00	
	Buyline Comment: WHEEL 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											
*15	08/05-08/05	SU	9A-10A	0	:30	$750.00		0		0	$0.00	
	Buyline Comment: THIS WEEK 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											
*16	08/05-08/05	SU	6P-630P	0	:30	$600.00		0		0	$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											
*17	08/07-08/07	TU	530A-6A	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											
	Sales Remark: V3 MKGD FOR LNS 11-16											
	V3 Added											
*18	08/07-08/07	TU	6A-7A	1	:30	$750.00		1		1	$750.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											
	Sales Remark: V3 MKGD FOR LNS 11-16											
	V3 Added											

Rep Order# 6837468 **Ver#** 3 **Status** Revised **Traffic Order#** 195026 **Printed:** 08/03/2012 12:35 PM
EC'd Yes **Last Received:** 08/03/2012 12:06 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*19	08/07-08/07	TU	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA MKGD FOR LNS 11-16											
	Sales Remark: V3 MKGD FOR LNS 11-16 .											
	V3 Added											
*20	08/07-08/07	TU	5P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											
	Sales Remark: V3 MKGD FOR LNS 11-16 .											
	V3 Added											
*21	08/07-08/07	TU	12P-1230P	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS MKGD FOR LNS 11-16											
	Sales Remark: V3 MKGD FOR LNS 11-16 .											
	V3 Added											

---REPORT TOTALS---

Report Totals: 7 / $5,550.00

34+ 35,850

11-16 to be credited

---SALES MONTHLY TOTALS---

Aug 12: 28 / $32,100.00

Sales Totals: 28 / $32,100.00

Station Totals: 28 / $32,100.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$32,100	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%
		XXX	0%								

Rep Order# 6837468 **Ver#** 1 **Status** New
EC'd Yes

Traffic Order# 195026

Printed: 07/30/2012 10:38 AM
Last Received: 07/30/2012 10:06 AM
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
NEW DIRECTION PROJECT SC=*

P11

OK 7/30

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	07/31-08/03	TU-F	6A-7A	3	:30	$750.00		3		1	$2,250.00	
	Buyline Comment: GD MRN CT											
2	07/31-08/03	TU-F	7A-9A	5	:30	$800.00		5		1	$4,000.00	
	Buyline Comment: GMA											
3	08/06-08/06	M	7A-9A	1	:30	$800.00		1		1	$800.00	
	Buyline Comment: GMA											
4	07/31-08/03	TU-F	12P-1230P	3	:30	$600.00		3		1	$1,800.00	
	Buyline Comment: NEWS											
5	07/31-08/03	TU-F	5P-530P	2	:30	$1,000.00		2		1	$2,000.00	
	Buyline Comment: NEWS											
6	07/31-08/03	TU-F	530P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS											
7	08/06-08/06	M	530P-6P	1	:30	$1,000.00		1		1	$1,000.00	
	Buyline Comment: NEWS											
8	07/31-08/03	TU-F	6P-630P	3	:30	$1,500.00		3		1	$4,500.00	
	Buyline Comment: NEWS											
9	07/31-08/03	TU-F	7P-730P	2	:30	$3,000.00		2		1	$6,000.00	
	Buyline Comment: JEOPARDY											
10	07/31-08/03	TU-F	730P-8P	2	:30	$2,500.00		2		1	$5,000.00	
	Buyline Comment: WHEEL											

Station WTNH-TV NEW HAVEN, CT.
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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
11	08/04-08/04	SA	8A-9A	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: GMA WKEND											
12	08/04-08/04	SA	6P-630P	1	:30	$500.00		1		1	$500.00	
	Buyline Comment: NEWS											
13	08/04-08/04	SA	7P-730P	1	:30	$650.00		1		1	$650.00	
	Buyline Comment: JEOPARDY											
14	08/04-08/04	SA	730P-8P	1	:30	$650.00		1		1	$650.00	
	Buyline Comment: WHEEL											
15	08/05-08/05	SU	9A-10A	1	:30	$750.00		1		1	$750.00	
	Buyline Comment: THIS WEEK											
16	08/05-08/05	SU	6P-630P	1	:30	$600.00		1		1	$600.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---

Report Totals: 29 / $32,100.00

---SALES MONTHLY TOTALS---

Aug 12: 29 / $32,100.00

Sales Totals: 29 / $32,100.00

Station Totals: 29 / $32,100.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$32,100	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%
		XXX	0%								

Kelly VanValkenburgh

From: Donna Mc Ginnis [donna@lucmedia.com]
Sent: Tuesday, July 31, 2012 3:32 PM
To: 'Brady, Kate'
Cc: Roger Megroz; Kelly VanValkenburgh; 'Grugan, Kelly'
Subject: RE: Purchase Confirmation / WTNH receipt

Will do…thank you!

Donna McGinnis
LUC Media
ph 770.427.0735
fax 770.427.1731

From: Brady, Kate [mailto:Kate.Brady@petrymedia.com]
Sent: Tuesday, July 31, 2012 3:27 PM
To: 'Donna Mc Ginnis'
Cc: Roger Megroz; 'Kelly VanValkenburgh'; Grugan, Kelly
Subject: RE: Purchase Confirmation / WTNH receipt
Importance: High

PERFECT!!! Thanks so much- most of the time, accounting does not tell station when they receive the payment, so if you could cc me on email, that will make the whole transaction smoother.

I APPRECIATE your quick reply! Thanks so much!

Kate

-----Original Message-----
From: Donna Mc Ginnis [mailto:donna@lucmedia.com]
Sent: Tuesday, July 31, 2012 3:17 PM
To: Brady, Kate
Cc: devon@lucmedia.com
Subject: FW: Purchase Confirmation / WTNH receipt

Hi Kate...is this what you need?
Many thanks,

Donna McGinnis
LUC Media
ph 770.427.0735
fax 770.427.1731

-----Original Message-----
From: LIN Media [mailto:payments@linmedia.com]
Sent: Monday, July 30, 2012 11:06 AM
To: donna@lucmedia.com
Subject: Purchase Confirmation

Invoice #:
Advertising Station #:WTNH TV - New Haven, CT